

THE IMPACT OF TIKTOK USE ON PARTICIPANTS' LEARNING BEHAVIOR

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ABSTRACT

This study aims to examine the impact of TikTok usage on students' learning behavior at MAN 1 Kota Palu. A qualitative approach was employed through interviews, observations, and documentation involving purposively selected teachers and students. The findings show that TikTok has both positive and negative influences. On the positive side, it provides entertainment, motivation, and encourages creativity. On the negative side, excessive use reduces concentration, disturbs study time, and weakens discipline. It is recommended that teachers and parents supervise and guide TikTok usage towards more productive purposes.

Keywords:

Learning Behavior;
 Students; Social Media

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak penggunaan TikTok terhadap perilaku belajar peserta didik di MAN 1 Kota Palu. Penelitian menggunakan pendekatan kualitatif dengan teknik wawancara, observasi, dan dokumentasi terhadap guru dan peserta didik yang dipilih secara purposive. Hasil penelitian menunjukkan bahwa TikTok memiliki pengaruh positif dan negatif terhadap perilaku belajar. Positifnya, aplikasi ini memberikan hiburan, memotivasi, serta mendorong kreativitas. Negatifnya, penggunaan berlebihan menurunkan konsentrasi, mengganggu waktu belajar, dan melemahkan kedisiplinan. Disarankan agar guru dan orang tua melakukan pengawasan serta mengarahkan penggunaan TikTok ke arah yang lebih produktif

Kata Kunci:

Perilaku Belajar; Siswa;
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INTRODUCTION

The development of information technology in the digital era has brought significant changes in various aspects of life, including education. Social media has become an integral part of people's lives, especially among teenagers. One social media platform that has experienced rapid growth and a large user base is TikTok. This application offers a variety of short video content, creatively packaged with music, filters, visual effects, and other interactive features. TikTok's main advantage lies in its ability to display content based on user interests through the For You Page (FYP) algorithm, which encourages users to continue using the application for extended periods.

According to data from the Indonesian Internet Service Providers Association (APJII) in 2024, the number of internet users in Indonesia has reached 221 million, with a very high social media penetration rate. This shows that social media plays a very dominant role in people's lives, including in the educational environment. TikTok, one of the most popular platforms, is widely used by students for entertainment, information, and even learning.

However, the high intensity of TikTok use among students raises concerns about its negative impact on learning behavior. Initial observations at MAN 1 Kota Palu indicate that most students use TikTok daily for an average of 3-4 hours. Although some students use TikTok to access educational content, many use the app solely for entertainment. As a result, there are signs of decreased concentration, motivation to learn, and discipline. Based on this phenomenon, this study was conducted to answer two main questions, namely: (1) what is the pattern of TikTok use by students at MAN 1 Kota Palu, and (2) what is the impact of TikTok use on the learning behavior of students at the school?

METHODOLOGY

This study used a qualitative, descriptive approach to examine TikTok use among students and its impact on learning behavior. The research location was MAN 1 Kota Palu, chosen for its high TikTok usage and indications of its influence on learning. The informants consisted of six students and two teachers, selected purposively for their active use of TikTok and their understanding of learning behavior at school. Data were collected through observation, in-depth interviews, and documentation. Observations were conducted to observe student habits directly, interviews were undertaken to explore views and experiences, and documentation was used to supplement the data. Data analysis was performed through reduction, presentation, and conclusion drawing, while data validity was assessed using source and technique triangulation to ensure the research results were consistent and accurate.

RESEARCH RESULTS AND DISCUSSION

The results of the study show that students learned about TikTok from various sources, including peers, family members, other social media, and advertisements on digital platforms. Curiosity and the desire to follow trends were the main reasons they started using TikTok. The duration of use ranged from 2 to 6 hours per day, with the most frequent access occurring in the afternoon to evening. The types of content consumed were very diverse, including entertainment videos (dance and comedy), educational content, motivation, religion, automotive, mukbang, and gaming. Although some students used TikTok to search for information and learn, the majority used it for entertainment.

The positive impacts found include increased student knowledge through educational content, enhanced creativity, increased self-confidence, and reduced stress from learning activities. However, the negative consequences are also very noticeable, such as decreased concentration in learning, reduced learning time, delayed tasks, and weakened discipline. These findings align with previous research indicating that TikTok can serve as an alternative learning medium but also has the potential to become a source of distraction that disrupts the learning process if not used wisely.

CONCLUSION

The use of TikTok among students at MAN 1 Kota Palu is relatively high, with usage varying by the day. This application has a positive impact, increasing creativity, knowledge, and access to educational information. However, the negative impacts observed include decreased concentration, reduced study time, procrastination, and easily distracted attention. Therefore, uncontrolled use of TikTok can disrupt students' focus and discipline during learning, so time management and self-awareness are needed to ensure the benefits outweigh the negative impacts.

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